



NEWS RELEASE

LOS ANGELES PRESS OFFICE

Release Date: Immediately
Release Number: 04-54

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SBA Loans Help Whittier Business

Country Fresh Market, located in Historical Uptown Whittier, is a true success story. The specialty retailing food store is the brain child of Pete and Devon Jimenez and was started with proceeds from an SBA Pre-Qualification Loan, funded by Bank of America. A subsequent SBA guaranteed credit line was provided by B of A to help with working capital and operational needs.

Whittians flock to Country Fresh to avail themselves of the freshest vegetables, expertly butchered meat, bountiful grocery items, and many Hispanic Specialty items. Denizens from the surrounding municipalities rave incessantly about the homemade salsa, guacamole and heavenly carne asada; thus, the store has become a one stop gourmandized excursion. Its regulars find the 8a.m. to 8p.m. 7 days a week very convenient and feel welcomed by the family-owned atmosphere and friendly customer service.

The market captures the essence of Trader Joe's but with a Latin Touch. Its Hispanic delicacies are constantly in demand by Angelinos who have moved out of state or to Canada. Ever the entrepreneurs, Pete and Devon have capitalized on this demand. They continue to satisfy it via their highly active web site www.countryfreshmarket.com coupled with an efficient shipping department that uses multiple methods to guaranty overnight freshness upon delivery.

Country Fresh has earned a significant amount of prestige for the enterprising couple. It has been profiled on TV several times, with the most notable coverage occurring on the Food Network Show called *Food Finds*. The market was touted as one of the up and coming enterprises, and accordingly was named the Best Small Business in Whittier. In addition, the physical plant received an award for being the Best Historical Renovation in Whittier. Kudos are also in order for the 15 jobs that were created by these two risk takers who were not afraid to assume debt to achieve their aspirations. Country Fresh Market is located at 7601 Greenleaf Ave, Whittier, CA 90602, (562) 696-1921

Los Angeles District Director Alberto Alvarado reiterates a theme common to many small businesses in his tri-county service area. "The Jimenez family epitomizes the true meaning of the word *entrepreneur*", cites Mr. Alvarado. "They willingly assumed the risk of debt to leverage their assets, and consequently are entitled to enjoy the fruit of their labor". The director further added, "We must additionally recognize the fact that Whittier also benefited from their ingenuity by virtue of the new jobs that Country Fresh created in the community."

For additional information on SBA Loan Programs and Services call the Los Angeles District Office at (818) 552-3201 or visit the SBA's user friendly web site at www.sba.gov .

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